

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Toni Kopra

Serial No.: 09/580,583

Filed: May 30, 2000

For: Location Aware Product Placement
And Advertising

Atty. Docket No.: 004770.00891

Group Art Unit: 3622

Examiner: Y. Retta

Confirmation No.: 8331

RESPONSE AND REQUEST FOR CONTINUED EXAMINATION

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This paper is responsive to the Final Office Action mailed March 14, 2008. The Office Action set a three-month response period, making this paper due on or before **June 14, 2008**. A request for continued examination pursuant to 37 CFR § 1.114 is enclosed with this paper. If any fees are deemed owed with this submission or if overpayment has been made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733, accordingly. Reconsideration is respectfully requested in light of the following:

Amendment to the Specification is found on page 2 of this paper.

Amendments to the claims are found in the **Listing of Claims**, which begins on page 3 of this paper.

Remarks/Arguments begin on page 12 of this paper.